

ABSTRACT

[0082] A method and apparatus for ordering products using an editorial content provider. The editorial content is displayed to the user preferably as an electronic magazine.

The electronic magazine includes magazine page numbers and navigation controls that
5 enable a user to browse the electronic magazine in a manner similar to a conventional paper

magazine. The editorial content includes user selectable links to products identified in the editorial content. A user may select the user selectable link and be presented with a product

purchase page associated with the product identified in the editorial content. The product purchase page enables the user to place an order for the product. A third-party product

10 supplier may present the product purchase page.